

CLUB BENSON & HEDGES TALLY

Program Totals

Market: Arts Festival of Atlanta

Date	Day of Week	Venue	Estimated Attendance	Surveys	Direct Mail Pieces/Cook-books	Comments
9/16/95	Saturday	Arts Festival	80,000	741	42	Area closed 1 hour early due to rain.
9/17/95	Sunday	Arts Festival	75,000	960	56	Area closed 1 hour early due to rain.
9/18/95	Monday	Arts Festival	20,000	251	11	Weather was average to poor.
9/19/95	Tuesday	Arts Festival	26,800	280	17	Weather remains unseasonably cool.
9/20/95	Wednesday	Arts Festival	25,000	269	19	Weather remains unseasonably cool.
9/21/95	Thursday	Arts Festival	3,000	8	0	Heavy rain forced closure.
9/22/95	Friday	Arts Festival	32,000	176	14	Marginal weather.
9/23/95	Saturday	Arts Festival	2,000	0	0	No attendance due to rain.
9/24/95	Sunday	Arts Festival	60,000	408	38	Final Day - damp & chilly weather.
ATLANTA ARTS FESTIVAL SURVEYS - TO FINAL				3,093	197	
TOTAL PROGRAM SURVEYS - TO DATE				43,149	1,144	

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Revised: September 27, 1995